

KANDARP KUMAR

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<https://www.worldtravelawards.com/video/2954>



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Nairobi, Kenya.

PROFESSIONAL SUMMARY

*Persuasive and influential **C-Suite Executive** level leader with 20+ years of hands-on experience and achievements in East African Hospitality & Tourism. A passionate hotelier equipped with extensive knowledge in a diverse range of functions like luxury chain hotel & restaurant operation, launching an authentic collection of safari camps, relaunching a four-star city hotel, repositioning the brand, pre & post opening, industry engagement, corporate liaising with a blend of sales & marketing, and safari outfitter operation experience in matters of Hospitality.*

SKILLS

- Vision, Strategy & Leadership
 - Pre-opening & Project Management
 - Multi Units Operations Management
 - Planning Budgeting & Forecasting
 - Profitability Management
 - Financial Analysis
 - Cost-Containment
 - Revenue Growth Analysis
 - Communication
 - Product Development
 - Brand Awareness
 - Digital Marketing
 - Sales & Marketing Strategy
- **Impact:** Innovation-focused change driver with a history of transforming sales with decisive action and revolutionary operational strategies and delivering forecasted EBIDTA.
 - **Market knowledge** of the US, Canada, Germany, Spain, France, Italy, UK, Scotland, Ireland, Russia, China, India, UAE, South Africa, and East Africa. **Successfully represented the brand in Global Travel Trade** including ITB Berlin, MITT Moscow, WTM London, INDABA South Africa, ATM Dubai, SATTE India, and some Travel Trade Roadshows in the US, Canada, Southern Europe, India & China.
 - **Marketing:** Excel at catalyzing business reorganization to capitalize on emerging opportunities, **Rebranding/Repositioning of the brand**, Product Improvement Plan (PIP) by compiling possibilities and options that can enhance the product and guests experience, Digital marketing plan & support online and offline revenue optimization, Online distribution audit comprises social media management and customer segmentation, Market Research, Promotions, and improving strategic alliances and partnerships with domestic & International consortia, wholesalers, groups, and travel trade organizations.
 - Proven ability in administering **Revenue Management** by blending appropriate data strategy and systems for higher yield management, which includes monitoring rate parity, rate integrity to protect long-term business value, short & long terms forecasting, trends in group inventories, competitor

- Global Market Development
 - Key Account Management
 - Strategic Partnership
 - Recruiting
 - Training & Development
 - HR & People Management
 - Policy Formulation
- analysis, and optimizing channel distribution models (Internet, GDS, CRO & Wholesale).
- **Facilitator & Builder** of world-class team management and product development teams, with a forte in both start-up, pre & post-opening, and scaled growth stages. Recognized as an efficient leader with a key focus on strong leadership through mentoring & training the staff as well as overhauling the tasks or department based on performance benchmarks to ensure optimum utilization of the resources.

PROFESSIONAL EXPERIENCE

Chief Operating Officer

Feb 2022 – Present – Nairobi, Kenya

Hotel Boulevard, Nairobi: A four-star city hotel with 70 keys, banquet hall, outdoor swimming pool, live open kitchen, main restaurant, and the Palm garden that offers alfresco dining with a seating capacity of 120 pax. <https://www.hotelboulevard.co.ke>

Successfully completed hotel-wide renovation project, reopening & relaunching the product under new ownership within the budget and time frame. Hybrid role and complex task that requires extreme expertise in various stages such as the **budget stage, design stage, procurement stage, logistics stage, re-construction & renovation stage, installation stage, sales & marketing stage, policy formulation & training stage.**

Notable attainments:

- Oversee all hotel activities, including recruitment, supervising, and training staff of more than 70 employees including General Manager.
- Completed procurement for Capex and Opex items for all departments.
- Presided over all operations, Strategy, Legal, Finance, Marketing, Digital, Sales, Revenue, IT, HR, F&B, FO, and concept development functions.
- Successfully completed soft launched and later finally re-launched as scheduled on 01st July 2022
- Achieved 42% occupancy after 1st quarter since re-opened.

Chief Operating Officer

Aug 2021 – Jan 2022 – Nairobi, Kenya

The Good Earth Group: Luxury chain restaurant since 2015 - Nyama Mama Delta Centre | Nyama Mama Capital Centre | Nyama Mama Express - Yaya Centre | Nyama Mama Express - Village Market | Mr Yao – Westland | Blue Door – Westland | Pan Asian Yao – Gigiri. <https://www.thegoodearthgroup.com/>

Notable attainments:

- Successfully launched cloud kitchen (frozen food) concepts to capitalize on revenue by using the existing large infrastructure of the kitchen.
- Terminated several admin & kitchen overheads of each outlet for a 40% gain by introducing the concept of a central kitchen process.
- Sales revenue increased from KES 7 million to KES 18 million (Growth explained during COVID)
- Food Costs decreased from 38% to 28%
- Payroll Costs decreased from 44% to 26%
- Power and Water cost decreased from 12% & 2% to 7% & 1% respectively

Group Head of Sales & Marketing

Oct 2012 – July 2021 – Nairobi, Kenya

Marasa Africa, Kenya - Aberdare country club | The Ark Lodge | Mara Leisure Camp (www.marasa.net)

A luxury hotel chain portfolio of 3 properties with 150 keys, four banquet halls, restaurants, swimming pools, bars, steam & sauna, and a gym.

Awards – Aberdare Country Club was recognized as Africa's Leading Green Hotel by World Travel Awards in 2013, 2018, 2019 & 2020 (<https://www.worldtravelawards.com/profile-31955-aberdare-country-club>)

Notable attainments:

- **The business recorded over US\$ 35 Million** between 2015 & 2019 inclusive. The business mix varies with domestic & international leisure (consortia, wholesalers, Individual & Group), Corporate & Government (Intra & Interstate), MICE residential, and social events.
- **Key Account & PR Management** – Through strategic partnerships and policy, achieved consistent growth in room night in 2019 by 44%, 22% & 13% compared to 2016, 2017, and 2018 respectively which complemented substantial growth in room revenue in 2019 by 59%, 27% & 15% compared to 2016, 2017 and 2018 respectively, consequently improved bottom-line result and GOP. Successfully established & expanded reach by cementing healthy relations with over 600 key accounts & decision-makers in domestic & international trade partners to optimize revenue by rolling out new initiatives and enhancing strategic partnership programs, massive research on source markets, targeted accounts, and competitor analysis is a key.
- **Planning & The Growth** – Successfully developed and implemented an expansion plan of increasing guest room inventory by 10 rooms at Mara Leisure camp in 2018 and the banquet hall inventory from two to four at Aberdare Country Club in 2019.
- **Product Improvement Plan (PIP)** – Expanded scope of business by branding The Ark Lodge as a family-friendly hotel and scraping the child restriction (a traditional) policy of the lodge, and Aberdare country club as a landmark destination for comfort, adventure, leisure, weekend, wedding, and conference destination.
- **Frontline Team Management** – Offering dynamic vision to the sales team, training them well to identify & evaluate market trends, competitors' strengths & weaknesses, and **transforming strategy** (research, define, direct, and inspired the team activities) to explore new market, target potential accounts, and secure new & repeat business to achieve revenue goal. Also channelling them to **associate with key segments in the domestic market to optimize total revenue**. Follow up on leads and **review accountability and performance** by the sales manager, by segments timely. **The team is well-shaped & trained to sell experience before price rather than being a brochure distributor.**
- **Rate Matrix & Revenue management** – Successfully overhauled rate definitions, contracts, terms, and procedures for all segments to drive revenue plan. Thump rule, don't price by competition but by market condition & demand, especially at the segment level. Demonstrated excellence in managing revenue management by offering better options such as length of stay, circuit discount, non-refundable, days of the week stays, loyalty or reward program, pricing by segment & value-added pricing. Finally, assess weekly/monthly forecast of rooms and revenue by transient, wholesale, and group market.

Group Operation Manager

Jun 2007 – Sep 2012 – Nairobi, Kenya

Sense of Africa East Africa (Formerly Vintage Africa Kenya & Grumeti Expeditions Tanzania)

Lemala Camps, Tanzania - an authentic collection of safari camps <https://www.lemalacamps.com/>

A division of Tourvest Integrated Tourism Group of South Africa: Owns and operates a portfolio of city hotels, lifestyle retreats, cultural villages, game lodges, and tour/safari operations in Africa.

- **Sense of Africa East Africa**
 - **Administration** of entire safari operations management, logistics, customer service, contract negotiation, Budgets, and key account management.
 - **Operation Management** - Effectively directed reservation, contracting, product, concierge, transport, and workshop departments with a team of over 125 staff members in Kenya & Tanzania. Ensure policies are met and training is done where necessary. Held the distinction of developing and formulating the SOPs and systems in close coordination with HOD. Successfully spearhead all day-to-day operational aspects and services to the clients before and during the safari/tour as well as handling unexpected challenges during the tour, and taking appropriate steps to rectify and ensure optimum utilization of resources. Ensure the guests receives quick, effective, and professionally achievable solutions and the best available services.
 - **Contracting** - Excel in vendor contracting and ensuring best-negotiated rates at favorable conditions, and we remain competitive in our source market. Proficient in administering & costing FIT tours, GIT tours, Groups, Incentives, and Signature tours and maintaining a healthy relationship with International Retailers and Wholesalers.

- **Lemala Camps, Tanzania (Lemala Ngorongoro & Lemala Serengeti)**
An authentic collection of intimate tented camps. The budget, design, procurement & construction stages for both camps started in 2008, **it was a challenging project to build a luxury camp in a National Park.** The current portfolio of Lemala Camp has expanded from 2 to 9 camps within East Africa.
 - The project of both camps was **accomplished & the product was launched** within the budget. Spearhead all responsibility of bidding and hiring all types of contractors, recruitment, and formatting structured training program by the department. Ensuring documentation of operating procedures for all department standardization and compliance. Overseeing the designing and formulation of the **Human Resource** policies and procedures for the first year.
 - Liaising with officials for **procurement** of licenses/approvals for the camp, Registration and license application, TIN certificate, Project business plan, lease agreement, Tariff statement, Memorandum and articles of association, and related other utilities.
 - Successfully initiated a turnaround strategy to increase the group's profit and established a positive cash flow, allowing us to expand operations and increase more units at both camps. Admirable blended work by HOD of relevant departments including marketing, sales, reservation, and the GMs. Achieved excellent scores by the **Guest satisfaction program** along with all other services.
 - Oversaw all volume and profit objectives, P&L, operational strategies, and the entire operation including procurement, F&B, room division, front desk, housekeeping, and maintenance for the first 2 years, later the day-to-day operation was handed over to the ground team of Tanzania in 2010-2011.

Assistant General Manager (AGM)

Jan 2002 – May 2007 – Nairobi, Kenya

Micato Safaris Kenya

World's Best Tour Operator & Safari Outfitter Awarded by Travel & Leisure USA in 2004, 2005, 2006, 2007...

EDUCATION

Master of Computer Application with First Class – MCA, Gujarat, India

Jul 1997 – Jun 1999

Bachelor of Commerce with First Class – B.Com, Gujarat, India

Jul 1994 – Jun 1997

PERSONAL

DOB: 09-Jul-1975 | NATIONALITY: Kenyan | ETHNICITY: South Asia | RELIGIOUS: Hindu | LANGUAGES: English & Hindi